

MINUTES OF THE REGULAR MEETING OF THE TOBACCO USE PREVENTION AND CESSATION EXECUTIVE BOARD

July 20, 2000

The regular meeting of the Tobacco Use Prevention and Cessation Executive Board was called to order at 1:40 p.m., E.S.T., in Rice Auditorium of the Indiana State Department of Health (ISDH) Building by Bain Farris, Chairman. The following Board members were present for all or part of the meeting:

Bain J. Farris, Chairman
Ms. Ronnie Greenberg
Richard Huber, MD
James Jones
Robert Keen, PhD
Pamela Peterson-Hines
Steve Simpson, MD
Alan Snell, MD
Mohammad Torabi, PhD
Peggy Voelz
J. Michael Meyer
Robbie Barkley
Patricia Hart
J.D. Lux for Karen Freeman-Wilson (Ex-Officio)
Richard D. Feldman, MD (Ex-Officio)
Jon Mack for Katie Humphreys (Ex-Officio)
Phyllis Lewis for Suellen Reed, EdD (Ex-Officio)
Cecelia Bordador (Advisory Board)
Diana Swanson, NP (Advisory Board)
Nadine McDowell (Advisory Board)
Robert Arnold (Advisory Board)
Steven Guthrie (Advisory Board)
Bennett Desadier, MD (Advisory Board)

The following Board members were not in attendance:

Michael Blood, MD
Stephen Jay, MD
Karla Sneegas
Alice Weathers
Diane Clements (Advisory Board)
Heather McCarthy (Advisory Board)
Steve Montgomery (Advisory Board)
Kate Taylor (Advisory Board)
Olga Villa Parra (Advisory Board)
Arden Christen, DDS (Advisory Board)
Kay Wheeler (Advisory Board)
Pat Rios, Office of the Governor

Others in attendance:

Lillian Henegar, Governor's Commission for a Drug-Free Indiana
Dr. Rick Markoff, STAR Alliance
Steve Key, Hoosier State Press Association
Jim Ladd, State Personnel
Mike Gery, Office of the Governor
Mary Ann Hurre, ISDH
David Maidenbergl, Ethics Commission
Kelly Alley, Smokefree Indiana
Renee C. Miller, State Budget Agency
Michael Cash, American Cancer Society
Chip Garver, Baker & Daniels
Carol Warner Collins, Baker & Daniels
Sharon Shotts, MZD Advertising
Harry Davis, MZD Advertising
Darla Shields, MZD Advertising
Penny Davis, Excise Police
John Viernes, FSSA
Coral Cosway, Indiana State Medical Association
Brad Burk, American Cancer Society
Kathy Norris, State Budget Agency

Bain Farris started the meeting by thanking the ISDH for providing the room for the meeting.

Minutes

Diana Swanson, NP requested via e-mail that the spelling of her first name be corrected and that NP be added as her professional title in the June 22, 2000 minutes. Mr. Farris asked for other discussion and/or corrections to the June 22, 2000 minutes. Hearing no corrections or comments Mr. Farris entertained a motion to approve the June 22, 2000 minutes as amended. On a motion made by James Jones, seconded by Ronnie Greenberg and passed unanimously, the Board approved the June 22, 2000 minutes as amended.

Selection of Vice Chairperson

Mr. Farris stated that the enabling Legislation specifies that the Board shall elect one of its ex-officio members as Vice Chairperson. Mr. Farris suggested that Karen Freeman-Wilson, State Attorney General, be elected as Vice Chairperson. Ms. Freeman-Wilson has agreed to take the position if elected by the Board. On a motion made by Dr. Steve Simpson, seconded by Dr. Bob Keen and passed unanimously, the Board elected Karen Freeman-Wilson as Vice Chairperson.

Update on Executive Director Search

Mr. Farris asked Jim Ladd, State Personnel Department, to update the Board on the status of posting the Executive Director position. Mr. Ladd stated that he received a few comments on the draft Executive Director position description. Mr. Ladd recommended that the Board adopt the Executive Director position description as drafted. Mr. Farris asked for comments and upon hearing none entertained a motion to adopt the Executive Director position description. On a motion made by Dr. Bob Keen, seconded by Ronnie Greenberg and passed unanimously, the Board adopted the draft Executive Director position description. Mr. Ladd stated that the position will be posted next week for approximately 21 days. The State Personnel Department will triage the applications to verify qualified candidates. A list of qualified candidates should be pulled together within a month. Dr. Feldman stated that Karla Sneegas was finalizing a list of sites that State Personnel could use to post the position.

Mr. Farris distributed a suggested Executive Director Search Committee list. The Search Committee members listed are Richard D. Feldman, M.D., Karen Freeman-Wilson, Katie Humphreys, Stephen Jay, M.D., Robert Keen, Steve Simpson, M.D., and Alice Weathers. Mr. Farris will act as Chair of the Search Committee. The Search Committee will identify a slate of candidates to interview and check references. Based on these interviews and reference checks, the Search Committee will recommend an Executive Director candidate to the Executive Board. Mr. Farris entertained a motion for approval of the Executive Director Search Committee. On a motion made by James Jones, seconded by Alan Snell, M.D. and passed unanimously, the Board approved the Executive Director Search Committee.

National Governors' Association Learning Lab Report

Mr. Farris asked Joe Hunt to update the Board on the National Governors' Association (NGA) meeting in Florida on July 13th and 14th. Attendees were Bain Farris, Joe Hunt, Marie Washington, and Kiki Luu. Mr. Hunt distributed a summary of the meeting, a copy of his overhead presentation, and the agenda from the NGA meeting. The purpose of the NGA meeting was to provide an opportunity for representatives from six states (Delaware, Georgia, Indiana, Iowa, Maryland, and South Dakota) to learn about the Florida Tobacco Control Program from Florida staff. Sessions also included presentations from the Centers for Disease Control and Prevention (CDC) staff about the Best Practices for Comprehensive Tobacco Control Programs and national tobacco control information.

There was discussion about Florida's tobacco program enforcement component. Mr. Farris stated that the enforcement component focused on two major areas - licensing the retailers and a law change that does not allow minors to possess cigarettes.

Mr. Hunt also distributed a packet of other states' tobacco programs for the Board to review.

Developing a Mission Statement and Long-Range State Plan

Mr. Farris stated that the enabling Legislation requires the Board to develop a mission statement and a long-range state plan for tobacco. The mission statement and long-range state plan play critical roles in establishing expectations for tobacco use prevention and reduction efforts in Indiana. Mr. Hunt distributed a summary of the enabling Legislation requirements that the mission statement and long-range state plan must include. Mr. Farris asked for suggestions from the Board to be considered when developing a mission statement:

- Robert Keen - emphasis on leadership at the local level
- Cecilia Bordador (Advisory Board) - empower the community to develop their own tobacco prevention & cessation programs
- Ronnie Greenberg - promotion of clean indoor air laws
- Dr. Mohammad Torabi - include primary prevention & secondary prevention & cessation and advocacy - the state of Indiana has unique demographics - the mission statement has to serve Indiana
- Dr. Richard Feldman - need to change the culture and make it socially unacceptable to smoke
- J. D. Lux - need to consider the culture differences between northern and southern Indiana
- Dr. Steve Simpson/Peggy Voelz - mandatory school participation for tobacco prevention and cessation programs - if you get to the schools then you get to the youth (per Phyllis Lewis for Dr. Suellen Reed - it is mandatory that schools teach about alcohol, tobacco and drugs). Also, need a definition of smoking - is it a medical problem or an addiction problem
- Dr. Alan Snell - develop a program with consistency allowing creativity in the communities

Mr. Farris asked for volunteers from the Board interested drafting a mission statement. Volunteers from the Board to work with the Advisory Board to draft a mission statement include Robbie Barkley, Dr. Alan Snell, Dr. Mohammad Torabi, and Peggy Voelz. The timeline for the final mission statement to be submitted to the Board for review and approval is the September or October meeting.

Suggestions for consideration in developing the long-range state plan:

- Robert Keen - will get the highest return for the money if we start with youth. It would be helpful to have sample strategic plans to refer to
- Dr. Richard Feldman - we need to follow the CDC guidelines as well
- Ronnie Greenberg - teen cessation and prevention is the best way to start
- Mike Meyer - need knowledge of money already being spent on existing programs

State Ethics Commission Update

Mr. Farris introduced Dave Maidenberry, Director of the State Ethics Commission, to update the Board on additional ethics issues. The Board is made up of state employees, state officers and special state appointees and, therefore, different ethics laws apply depending upon each individual's situation. It is recommended that the Board adopt their own ethics policy. The State Ethics Commission would be happy to assist in the development of an ethics policy for the Board and Advisory Board. Mr. Maidenberry will put together a packet of ethics policy examples that the Board could review and customize to their specific needs.

There was some discussion about travel and per diem reimbursement for the Advisory Board. Mr. Hunt stated that the enabling Legislation only provides for the Executive Board to receive travel and per diem reimbursement.

There was discussion about conflict of interest when approving grant applications for funding. Mr. Farris asked and expects each Board member to openly disclose a conflict of interest and then abstain from voting.

Other

Dr. Feldman updated the Board on the Tar Wars Program. The Indiana Tar Wars Program and Poster Contest is coordinated by the Indiana Academy of Family Physicians Foundation, partnering with the ISDH. The Tar Wars Program educates young people regarding tobacco issues, to enable them to make positive health choices and take personal responsibility for their well being. Tar Wars includes a one-hour class presentation for 5th grade students and a local poster contest. The local poster contest winner competes in the national poster contest in Washington, D.C. Jenny Beck, a fifth-grader from Evansville was the local poster contest winner and also the winner of the national poster contest. Dr. Feldman distributed a copy of the poster that Jenny drew.

Dr. Feldman also distributed a "Gaspin" key chain. Gaspin is the name of the dog depicted in the Governor's anti-tobacco multi-media campaign: "Tobacco, It's Gonna Cost You". The key chains were distributed at the Black and Minority Health Fair and will also be distributed at the State Fair.

Meeting Dates

Mr. Farris asked the Board for comments and/or changes to the list of meeting dates for the remainder of the year. Upon hearing none he entertained a motion to approve the dates as submitted. On a motion by Dr. Alan Snell, seconded by James Jones and passed unanimously, the Board approved the meeting dates for the remainder of the year.

Comments from the Public

Dr. Rick Markoff, Director of STAR Alliance, reminded the Board that smokeless tobacco should be a consideration. The Rural Indiana Profile contains statistics on the use of smokeless tobacco.

Kelly Alley, Smokefree Indiana, stated that the Truth Tour sponsored by the American Legacy Foundation, will be in Indianapolis on July 21, 2000 at the RCA Dome.

Dr. Richard Huber asked if Board members were allowed to send a proxy if they could not attend a meeting. Mr. Farris expressed his desire that the appointed Board member, rather than a proxy, attend. J. D. Lux, Attorney General's Office stated that the Governor appointed a particular person and/or asked associations to appoint a particular person to the Board. Mr. Farris stated that Joe Hunt will research the proxy question.

The Executive Board meeting adjourned at 3:35 p.m.